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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: Will H. GARDENSWARTZ, et al.

SERIAL NO: 09/893,775

GAU: 2121

FILED: June 29, 2001

EXAMINER: CHAMPAGNE, D.

FOR: COMMUNICATING WITH A COMPUTER BASED ON THE OFFLINE PURCHASE HISTORY OF A PARTICULAR CONSUMER

## REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

COMMISSIONER FOR PATENTS  
ALEXANDRIA, VIRGINIA 22313

SIR:

This is a request for Continued Examination (RCE) under 37 C.F.R. §1.114 of the above-identified application.

## Submission required under 37 C.F.R. §1.114

Previously Submitted:

- Consider the amendment(s)/reply under 37 C.F.R. §1.116 previously filed on  
 Consider the arguments in the Appeal Brief or Reply Brief previously filed on

Enclosed:

- Amendment under 37 C.F.R. § 1.114/Reply  
 Information Disclosure Statement (IDS)  
 Other:

FEES	RATE	CALCULATIONS
<input type="checkbox"/> Suspension of action on the above-identified application is requested under 37 C.F.R. §1.103(c) for a period of months.	\$130.00	\$0.00
<input checked="" type="checkbox"/> RCE Fee required under 37 C.F.R. §1.17(e)	\$790.00	\$790.00
<input type="checkbox"/>		\$0.00
<input type="checkbox"/>		\$0.00
TOTAL OF ABOVE CALCULATIONS:		\$790.00
<input type="checkbox"/> REDUCTION BY 50% FOR FILING AS SMALL ENTITY		\$0.00
TOTAL:		\$790.00

- A check in the amount of \$0.00 is enclosed  
 Credit card payment form is attached to cover the fees in the amount of \$790.00  
 Please charge any additional Fees for the papers being filed herewith and for which no check or credit card payment is enclosed herewith, or credit any overpayment to Deposit Account No. 15-0030. A duplicate copy of this sheet is enclosed.  
 If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 CFR 1.136, and any additional fees required under 37 CFR 1.136 for any necessary extension of time may be charged to Deposit Account No. 15-0030. A duplicate of this sheet is enclosed.

Respectfully Submitted,

OBLON, SPIVAK, McCLELLAND,  
MAIER & NEUSTADT, P.C.*Ronald C. Rudder*Robert C. Mattson  
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DOCKET NO: 209745US



IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF

WILL H. GARDENSWARTZ, ET AL.

: EXAMINER: CHAMPAGNE, D.

SERIAL NO: 09/893,775

:

RCE FILED: HEREWITH

: GROUP ART UNIT: 2121

FOR: COMMUNICATING WITH A  
COMPUTER BASED ON THE OFFLINE  
PURCHASE HISTORY OF A  
PARTICULAR CONSUMER

AMENDMENT UNDER 37 C.F.R. § 1.114

COMMISSIONER FOR PATENTS  
ALEXANDRIA, VIRGINIA 22313

SIR:

In response to the final Official Action dated August 18, 2004 and the Advisory Action of October 12, 2004, please amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.